Abstract of the Disclosure

A rubber-bonded brass composite material prepared by bonding rubber to the surface of a brass-plated material obtained by plating the surface of a substrate with brass or to the surface of a brass material by vulcanization, wherein preheating is carried out before vulcanization to form needle-like Cu-S-based reaction products at the bonding interface between brass and rubber. Thereby, there is provided a rubber-bonded brass composite material having excellent long-term adhesion while excellent initial adhesion at the time of bonding by vulcanization is retained.